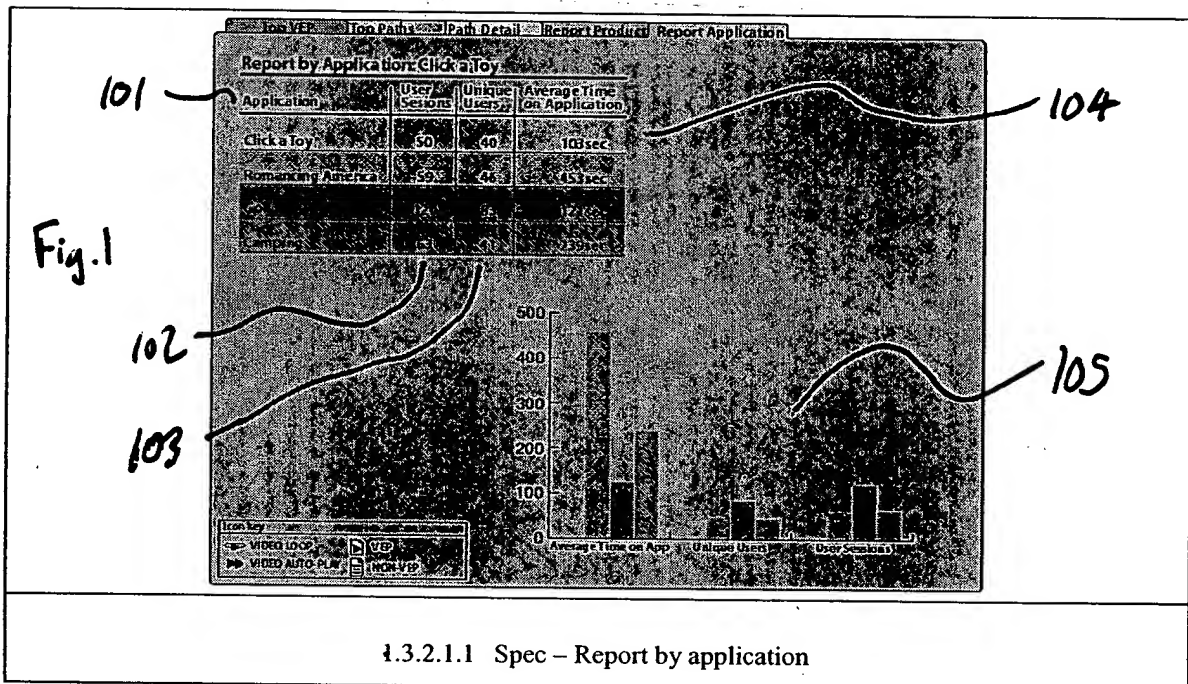


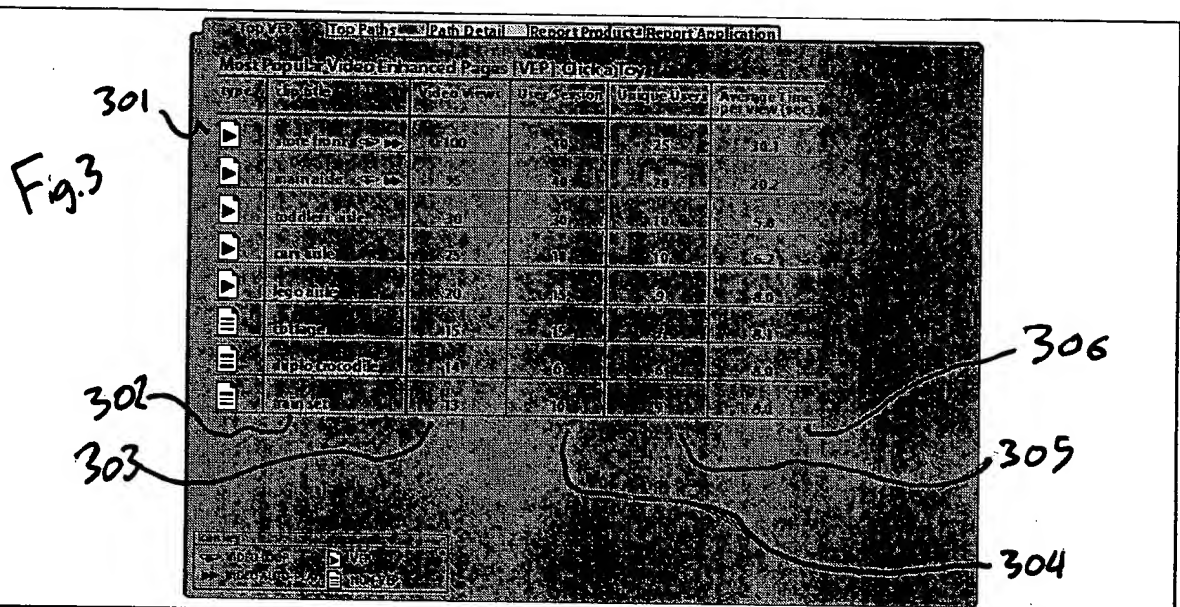
Fig.1



F.g.2

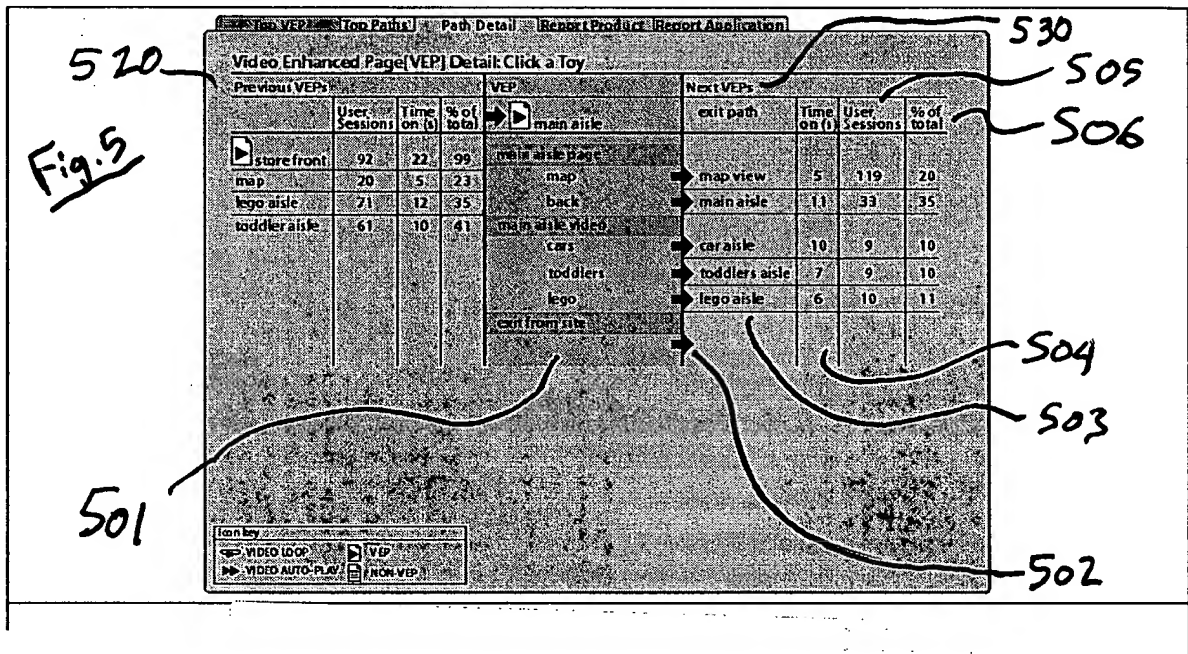
Application	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Click A Toy	1000	1699	2110	1150	1200	1324	2455
GearView	1201	2320	1340	2409	520	1622	2340
Romancing America	994	1999	2200	850	1000	1624	2555
Total	3195	6018	5650	4409	2720	4570	7350

1.3.3.1.1 Report by day of week -table



The re

here.







Hotspot	Media	Overlay	Views	Mouse Entries	Clicks	Clicks / Views %	Mouse Entries / Views %	Clicks / Mouse Entries %	Avg. Time
Lego		Main Aisle Filter: Highlight	800	1,500	1,000	30	60	50	00:02:30
Toddlers		Main Aisle Image: Todd.gif							
Lego1		Lego Aisle ---							
Back		Lego Aisle Filter: Translucent							

Fig. 6 601 602 603 611 604 605 606 607 608 609 610

For

Image	Size	Click-through URL	Views	Click-through	Click-through %	Avg. time
Shampoo.gif	30x81	http://pantene.com/index.htm	40 (30)	10 (10)	25 (33)	00:01:03
Bonzo.gif	95x03	http://dogs.com	50 (20)	20 (10)	40 (50)	00:00:09

Hotspot Name	Media Name	Ad server URL
Shampoo	Aisle1	http://myaddserver/?Parm1=rrr&parm2=ttt
Dog	Aisle2	http://myaddserver/?Parm1=rrr&parm2=ttt

Fig. 7